

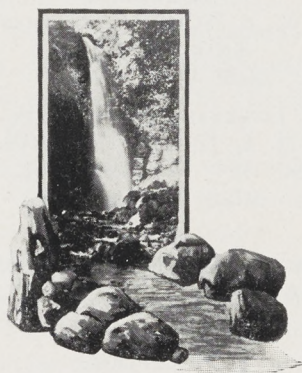
PETALUMA:

The
Future Manufacturing
Center of the West
Where Rail and Water
Transportation
Meet.

ROC 14895 UST/79 15.80 1150

PETALUMA:

THE LOWELL
OF THE WEST



WHITNEY FALLS.

PETALUMA:
PUBLISHED BY THE CHAMBER OF COMMERCE
1906

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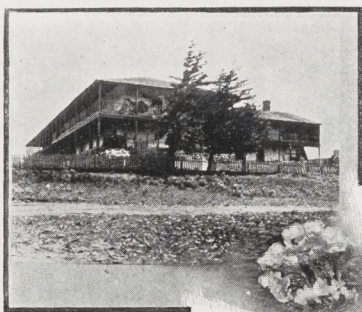
PROLOGUE.

This little booklet is sent out by the Petaluma Chamber of Commerce, and is intended as an accurate and concise presentation of the characteristics, soil, climate, environs and advantages of the city of Petaluma. Northern California offers ideal advantages for home-seekers. Sonoma Valley and County is one of the fairest and most fruitful sections of the whole State. Petaluma is a thriving city already distinguished as the greatest poultry center in the country, with unsurpassed manufacturing conditions and possibilities destined to be the focal point of a section already rich and which is being greatly developed in industries and agriculture. No one seeking the ideal advantages of a California home should fail to come to Petaluma.

The Petaluma Chamber of Commerce is an institution composed of progressive business men and others of public spirit, whose aim it is to cultivate the best conditions in this locality, to aid in the proper development of our industries and surrounding country, and to call the attention of the world to its distinguished advantages and opportunities.

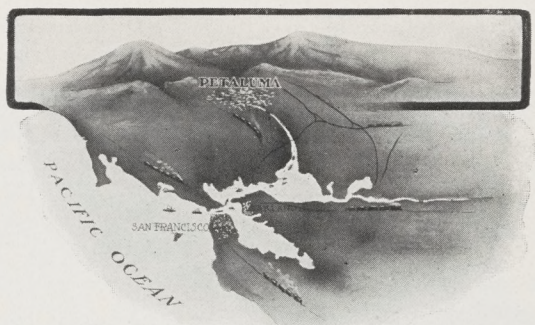
Letters of inquiry will be cheerfully and promptly answered if addressed to

ROBERT NEWTON LYNCH,
Secretary.



AN OLD HISTORIC LANDMARK.

Adobe fort built by General Vallejo near Petaluma;
now over sixty years old, and in an excellent state
of preservation.

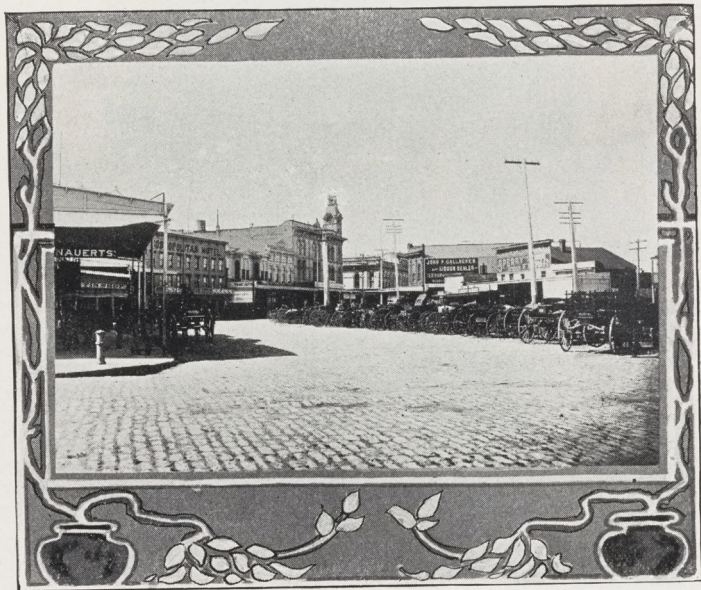


ON THE western edge of a beautiful valley, 37 miles north of San Francisco, and connected with the metropolis by a natural tide-water canal, stands the thriving city of Petaluma. Its proximity to San Francisco, its unusual transportation facilities, both by rail and by water, its healthful climate, the great natural beauty of its location, and its rich and productive surroundings constitute it one of the most prosperous and promising of western cities. Its advantages, whether for the manufacturer, the merchant, the agriculturist, or the home-seeker are unrivalled.

Central Location.—This little city upon the western rim of the continent overlooks one of the main gateways of the world. Isolation does not blight its energies nor does remoteness from a market and from commercial and intellectual centers limit its development. Situated upon a river which is practically an arm of the Bay of San Francisco and distant 37 miles from the city of San Francisco, the life of the smaller city is inseparably bound up with the life of the larger. The expansion of the metropolis, which its command of the Pacific and its outlook upon the Orient guarantee, carries with it a corresponding development of the smaller city. Business cannot be active in one and dull in the other. The two are borne onward by the same irresistible current of progress. Nor can people distant an hour's ride from one of America's greatest cities be unfamiliar with the larger movements and higher achievements of our national life.

Topography.—The city which enjoys this fortunate neighborhood is situated on the western edge of a valley of rare beauty. The prospect from our hill-side residence is a wide one. The valley issuing from the mountains to the north under the eye of the blue sentinel, Mt. St.

Helena, spreads out with ever widening sweep until, to the south it finds the estuary which leads it to the sea. Directly across the valley some five or six miles away Sonoma Mountain rises from the plain. In the immediate foreground, reaching from the western hill-sides to the river and across it are the pleasant homes and solid business blocks of one of the trimmest and prettiest cities of the West. Pleasing variety of hill, plain, mountain and



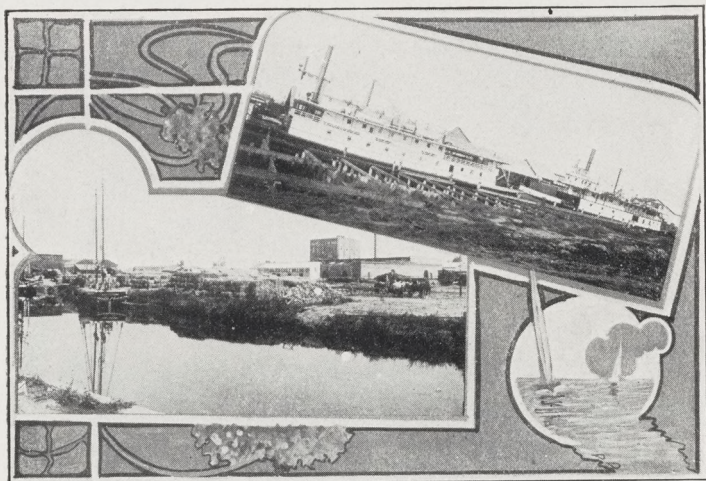
A TYPICAL STREET SCENE.

river so grouped as to form a picture of surpassing beauty, the scene instinct with the life of an enterprising people, the city of Petaluma casts over the beholder the spell of an enduring charm.

Climate.—The climate of Petaluma is mild and equable, the average temperature being 75 in summer and 60 in winter. There are perhaps fifteen frosty mornings during the winter, but these are not severe enough to injure the roses, violets, and geraniums which are in bloom. In October and November the brown of the hill-sides begins to change to green and soon the whole country is covered with a mantle of verdure. But fully as important as the absence of the harsh rigors of eastern winters is the freedom from the enervating heat of the summer seasons. Humidity is a term foreign to our vocabulary. The sultry and prostrating heat of other parts of the country is not present to impair our vitality, but the light, dry air, the cool sea breezes, the moderate temperatures keep us always in condition. Our cool nights bring us re-

freshed by a sound sleep to the full labors of a bracing day. This is the chief merit of Petaluma's climate—its invigorating qualites.

Rainfall.—A winter rainfall averaging twenty-three inches provides abundant moisture. Petaluma has never lost a crop from drought, neither is the rainfall excessive, wet years bringing only five or six additional inches.



WHERE RAIL AND WATER TRANSPORTATION MEET.

Irrigation, expensive, difficult and limited to prescribed areas, is unnecessary. Our hills and valleys are not dotted with oases merely in the midst of arid reaches, but for half the year wave with a luxuriant green throughout their whole extent. Corn, potatoes, and other vegetables are planted and harvested between the rains. Cultivation a few times during the summer keeps our orchards in perfect condition, so that the absence of rain in harvest time, enabling us to dry our fruit in the sun, instead of being a drawback is a distinct advantage. Harmless and refreshing ocean breezes are our substitutes for summer showers.

The population of Petaluma is 6000; within a radius of five miles the number is doubled.

The Poultry Industry.—Of the varied productive resources of this region the poultry business and manufacturing take precedence. Petaluma is the poultry center of the Pacific Coast. From this city were shipped in 1905 nearly forty-six million eggs and a little less than one-half million fowls. The exact figures, made up from the daily record kept by the Petaluma Poultry Journal, are 3,827,061 dozen eggs and 39,392 dozen fowls.

Nearness to market and a favorable climate account for this marvelous development. Owing to our tide-water communication it costs just eight cents to get a case of thirty-six dozen eggs from the warehouse in Petaluma to the warehouse in San Francisco, the empty case being returned free. Similarly a crate of six dozen poultry may be shipped for twenty-five cents. Four San Francisco commission houses have branch stores in Petaluma; shipping arrangements are reduced to a system, so that it is more convenient to sell the product in San Francisco than at home. And there is plenty of room for expansion, as California is not yet able to supply her own needs, but every year ships in large quantities of eggs and poultry from the middle west. A large cold storage plant takes charge of the spring surplus and keeps prices up to a paying basis.

The climate is peculiarly adapted to poultry raising. There are no extremes of heat and cold, no hot sultry days and nights to bring disease and death to the flocks in the summer time, no freezing weather, requiring expensive chicken houses and special care during the winter. The excess of water during the hard rains is readily drained from the sloping ground.

Feed of all kinds, consumed in enormous quantities and sold on a small margin, is very cheap. The largest poultrymen buy 2000 sacks of wheat at a single purchase. Over 100,000 tons of grain and mill feed are shipped here annually at a shipping rate of from sixty-five to seventy-five cents per ton, which is about the cost of moving wheat from the wharves to the stores or warehouses in San Francisco. Every conceivable variety of feed and of poultry appliance is carried by the local dealers. The poultry business here is not merely an adjunct of general farming, an incidental left to take care of itself, but an industry carried on by specialists who devote to it their whole time and attention. Here is located the State University Experimental Station, which was established in 1903 by a State appropriation.

In such a poultry center the beginner can learn much from others of long experience, who withhold no secrets but rather take a pride in explaining every detail. He can investigate chicken ranches of five acres or of fifty, can study the methods of those who do nothing but hatch chickens for others to raise, or of those who confine their attention to egg production. The invention, a number of years ago, of a successful incubator by a prominent and ingenious citizen gave a great impetus to the business. More recently other incubators have been invented here and we now have four large factories which construct 15,000 machines annually. The earlier established factory has extended the distribution of its machines to Central America, Argentina, Cuba, France and other parts of the world. This firm manufactures the only incubators in the world



POULTRY SCENES IN AND AROUND PETALUMA.

which successfully hatch ostrich eggs, and supplies these machines to Arizona, Texas, Australia and South Africa. One of the firms also hatches at its own plant one-half a million chicks a year, which are shipped as soon as hatched, without risk to points one thousand miles distant.

Poultry ranches vary in size from places of two acres supporting 800 hens to ranches of 160 acres supporting ten to fifteen thousand on the colony plan. An average of 400 chicks can be kept on an acre of ground the year round,

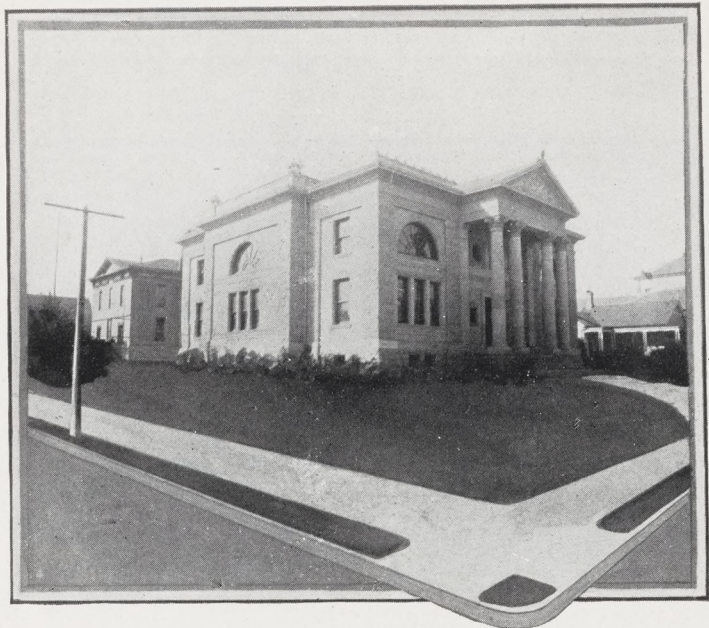


THE HILL OPERA HOUSE.

netting the owner a profit of from \$1.00 to \$1.50 per hen. The owner of a little five-acre ranch west of the city last year cleared \$1,000; he is willing to show his books in which an accurate account of every article is kept. Another, who resides almost within the city limits, came here a poor man, built his poultry houses himself, and to-day owns one of the best improved places to be seen. Another bought his land, paying part down, erected his own improvements, and to-day is doing well, supporting a large family and laying up money besides. A poultry man who has about twelve acres of land carrying from 2400 to 3000 fowls is making from \$1500 to \$2000 per year clear; and still another who has ten incubators of 5000 egg capacity is hatching for the neighbors with excellent results.

Land suitable for poultry raising may be had at from \$100 to \$300 per acre, according to quality of soil and distance from Petaluma, prices which are not high considering the income afforded.

Successful poultry raising at Petaluma is a certainty because the market is convenient and unlimited, the climate in the highest degree favorable, and because the industry is carried on in an intelligent and scientific manner. It is an industry which contributed more than one-half of the whole wealth of Petaluma in 1905, and supplied over one-third of all the California poultry and eggs which reached the San Francisco market.



THE NEW CARNEGIE LIBRARY.

Manufactures.—Petaluma is not more admirably situated for poultry raising than it is for manufacturing. The two daily steamers and thirty to forty sailing craft plying between this city and San Francisco give the remarkably low freight rate of 50 cents to \$1.00 per ton. Cheap electric power suitable for manufacturing purposes is sold at the extremely low price of from \$2.00 to \$4.00 per h. p. with cheaper rates to large factories. Petaluma is entering upon a period of large development as a factory center. There are already in successful operation a silk mill, the only one west of the Mississippi, the product of which is shipped to all parts of the western hemisphere and to Australia; a shoe factory; a flour mill; four incubator plants; a saddletree factory; four tanneries; a large feed mill; two grit mills; a cold storage plant; two foundries and machine shops; three lumber yards and two planing mills which keep all building materials at a low rate; an overall factory; a winery, and numerous fruit driers. There is also a large export trade in crushed rock and paving

stone to bay points. These establishments distribute about \$6,000 weekly among their employees. As an inducement to additional enterprises, the city offers a location free to any desirable manufacturing concern.

The bay of San Francisco offers no other situation so favorable for the manufacturer. This is a strong statement, but one which the great success of the factories which have come here from San Francisco and other bay points prove to be true. Freight and express rates are remarkably low. The large and powerful express companies in San Francisco and the cities directly across the bay keep the rates high, whereas the smaller companies



THE PETALUMA HIGH SCHOOL.

which handle the Petaluma traffic not only give much lower rates, but are also in many ways much more accommodating. Drayage service is 50% cheaper here and in emergencies can be secured out of regular hours, and much latitude is allowed in the matter of storage. And while the express companies in San Francisco charge from 25 to 50 cents on every package handled, the Petaluma companies will take a 100-pound case of shoes from the factory here and deliver them to any part of San Francisco for 40 cents, or a case of thirty-six dozen eggs for 20 cents, and return the empty cases free. The combined freight and delivery charges of the Petaluma companies are thus seen to be less than the mere single delivery charge of San Francisco companies. It is simpler and cheaper to lay down goods made in Petaluma on Front street in San Francisco than to deliver goods from Front street to the residence section of the latter city. The saving of freight alone has justified the California Shoe Company in moving to this city.

Electric power for large factories costs \$2.50 per h. p. as compared with \$4.00 and \$5.00 elsewhere. Factory sites here are less expensive, and openness of location, giving pure air and plenty of light, affords a favorable contrast with the crowded and unsavory conditions of the factory districts in large cities.

The large number of steady and reliable young men and women from good homes in town and country who are available as factory hands greatly simplifies the labor problem. Help which is laid off temporarily does not



A SONOMA COUNTY CHERRY ORCHARD.

drift away. Effectiveness of employes is impaired neither by those vitiating influences inseparable from large centers of population, nor by sultry and oppressive weather. Living is cheaper and pleasanter than in the crowded city, while good wheeling nearly every day in the year, and convenient electric car service are important advantages.

The manufacturer is here at his best because he finds all things connected with his business conspiring for its smooth and successful operation; the worker is at his best because life here is not a drudgery but a delight.

Diversified Farming.—The productive resources of Petaluma are by no means limited to the two already described. A statistical table prepared by the Chamber of Commerce gives the following list of exports: Wheat, corn, barley, oats, hay, potatoes, hops, wine, wool, olive oil, sugar beets, grapes, prunes, pears, plums, peaches, **cherries**, apples, berries of all kinds, English walnuts, almonds, asparagus, tomatoes, artichokes, celery, onions and cucumbers, butter,

milk, cream, cheese, tanbark, cordwood, railroad ties, and curly redwood for furniture, beef, cattle, horses, sheep, spring lambs, milch cows, calves and hides.

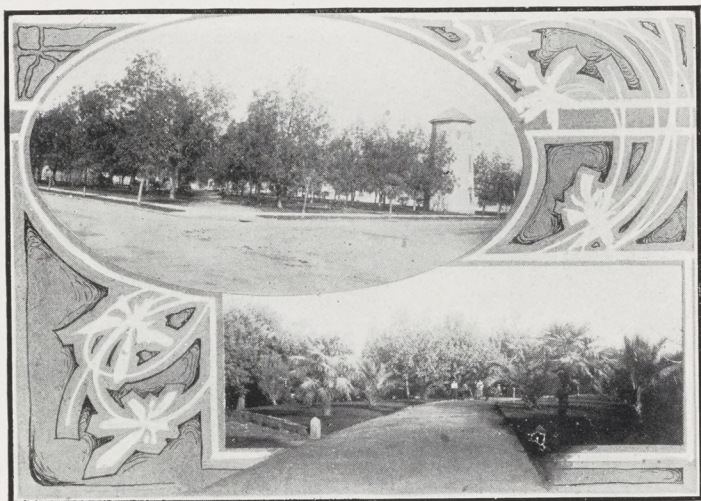
Here at least is variety. Producer and consumer must find here something to their liking. Some of these things deserve especial mention. The first asparagus of the season, the luscious stalks measuring from three to four inches in circumference, goes to market from Petaluma, where within the last four years 800 acres of the crop have been planted, paying as high as \$108.00 per acre. The large dairy ranches covering our fertile hillsides export annually many tons of choice butter. Apples, which do well in only a few portions of the state, are here at their best and are grown in large quantities, and from Cherry Valley, commencing within the corporate limits of the city, are shipped tons of early cherries. Freight rates are extremely low. It costs to ship a box of apples to San Francisco 4 cents, a chest of berries, 10 cents, a 100-pound case of butter, 25 cents, grain, potatoes, hay or wool, 60 cents per ton.

Head of Navigation.—The great natural advantage of the water communication with the bay of San Francisco is heightened by the fact that the city stands at the head of navigation. Through its gates must pass the output of a vast and highly productive country to the northward. It is the natural shipping point for a region, otherwise harborless, as large as the state of New Jersey: a country of beautiful, fertile valleys, some of them 100 miles in length, separated by a complex system of imposing mountain ranges. The N. W. Railroad, one of the most scenic roads in the state, runs for 140 miles into this district, the resources of which are as yet almost untouched. Here stand 80% of the redwood forests of California. Rich mines of quicksilver, coal, chromic iron, and asbestos have been developed, while nine miles west of Petaluma a silica has been discovered in large deposits purer than the imported Belgium sand so extensively used in the manufacture of glass. California, it must be remembered, still possesses great mineral wealth, not only in gold, which was mined in 1904 to the value of \$19,109,600, but also in the other minerals.

Of the 30 million pounds of dairy products of the state the northwest coast counties contribute nearly one-half. Sonoma County, of which Petaluma is the chief commercial city, comprises the southern part of this great territory. The county, eighty-five miles long and thirty-five wide, has a population of about 60,000, and an assessed wealth of \$30,612,236. The state and county tax is \$1.65 on the \$100. This county has to its credit in a given year 1000 tons of butter for export, 16,000 bales of hops, 100,000 tons of hay, 15 million gallons of wine, and an amount of green and dried fruit as large, except for prunes, of which

there are 6000 acres in bearing, as that of any county in the state. Its production of olives, olive oil, and citrus fruits is increasing and the time is approaching when olive oil will be in the front line of its exports. The necessary shipment of all these products from or by way of Petaluma ensures for the port a future commercial importance which cannot be estimated.

Business Stability.—The business stability of the city is shown in the volume of its banking. The total assets of its six banks are \$3,788,697, an increase of over half a million in a period of nineteen months. Within a radius of sixteen miles of the county seat, 21 banks with assets of



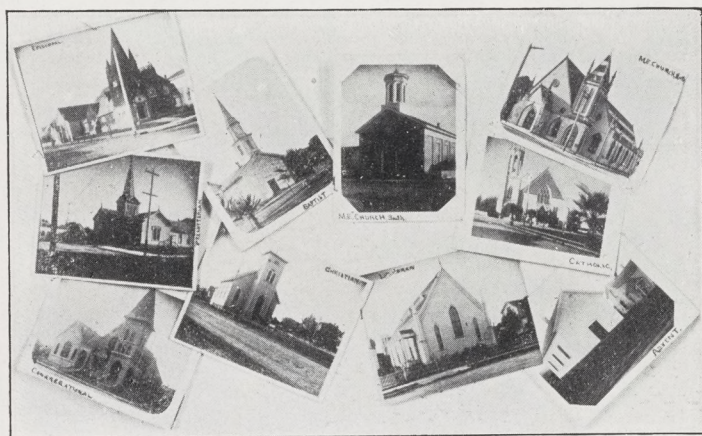
SCENES IN THE PETALUMA PARKS.

ten and a half million, show this to be the richest per capita section of our prosperous western country. Our postal statistics tell the same story. The post office receipts for the year just closed, are \$18,000, an increase over 1901 of 60%. It is safe to say that few if any communities of similar proportions can equal this showing. The record of the money order department is even more eloquent of prosperous conditions, for from \$30,000 to \$40,000 more money is received by the people of Petaluma in a given year than is sent away. Thus the balance of trade is in our favor.

Petaluma is a cash city. It is given by commercial travelers the enviable reputation of being the leading cash city of California. Poultry products yielded with more or less evenness throughout the year and sought by a large and eager market command immediate cash payments. The volume of this trade is so large as to fix business firmly upon a cash basis. Prompt payment has become a habit in all our dealings. Consequently, business

is lively, the stores and markets are attractive in appearance and well stocked, everybody is prosperous, and the city grows apace.

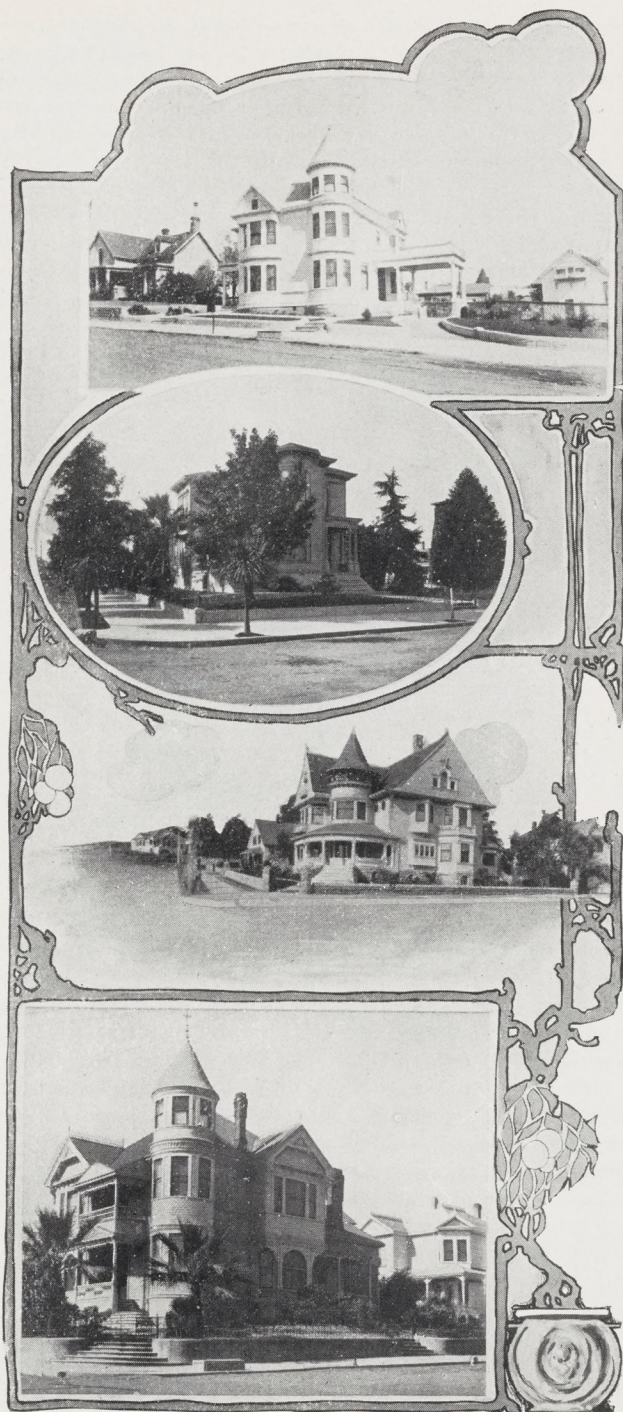
Small Farms.—An important contributing cause of Petaluma's prosperity is the fact that the city is flanked on every hand by small farms. There are fully 1000 farms of from two to forty acres in the environs of Petaluma, all under intensive cultivation and each supporting a family in comfort. Free rural mail delivery reaches 675 of these farms and 90 of them have telephones connecting them with one another, with the city, and with San Francisco. The subdivision of large tracts is rapidly widening the area of small holdings.



THE CHURCHES OF PETALUMA.

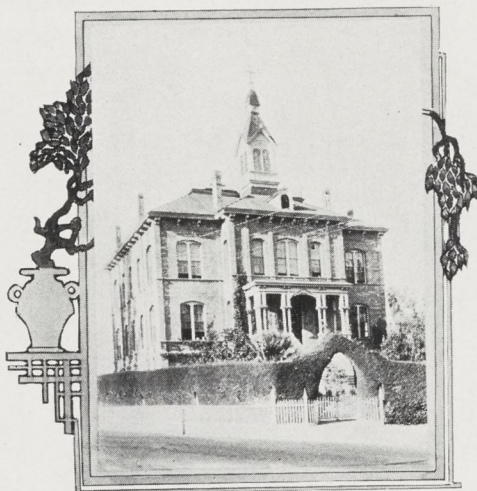
Churches.—A strong moral and religious sentiment pervades the city. The white spire of the Baptist Church upon the hill stands out against the sky a landmark for miles around. One of the prettiest buildings in the city is the graceful Romanesque edifice of St. John's Episcopal. The different denominations established here are the Roman Catholic, Episcopal, Methodist Episcopal, M. E. South, Baptist, Presbyterian, Congregational, Christian, German Lutheran and Adventist. The combined seating capacity of their main audience rooms is 2850. The Salvation Army occupies a hall centrally located and holds hall and street meetings regularly. All of these churches are free from debt.

Schools.—Our public school system is complete and well equipped. The opportunity freely to secure either a general, a commercial, or an advanced education, is open to every child. A privately endowed free kindergarten provides for his earlier years. Through the primary and grammar grades, which have just been provided with an additional \$30,000 building of modern design, he passes on to



TYPICAL PETALUMA HOMES.

the High School, where he may receive an excellent general training, prepare himself in the well-equipped commercial department for a business career, or by creditable graduation gain admission without entrance examination to the State University at Berkeley (directly opposite San Francisco on the eastern side of the Bay), or Stanford University, 35 miles further south. Tuition is free in both of these institutions and the means may be found by enterprising young men and women of making their own way. Whether a youth aspires to be a professional man, a mining engineer or an expert electrician his own natural



CONVENT OR KINDERGARTEN.

bent and force of character must determine. Excellent preliminary training is freely provided in his home city and advanced instruction at points so near as to enable him if he so desires, to spend his Saturdays and Sundays at home. A more perfect and comprehensive arrangement cannot be conceived.

In addition to the public schools St. Vincent's Academy, a private institution in charge of the Sisters of Charity, accommodates boarding and day pupils, and a private School of Music and Elocution conducted on the eastern conservatory plan by graduates of the New England Conservatory of Music, gives instruction in voice culture, piano-forte, elocution, violin, and mandolin. A Young Ladies' Seminary is soon to be opened in connection with this school.

The munificence of Andrew Carnegie, supplemented by local contributions, has resulted in the erection recently of a handsome \$20,000 library building of classic design, capable of accommodating our present library of 10,000 volumes increased four-fold.

Two daily newspapers and a weekly poultry journal are published, while the San Francisco dailies are distributed throughout the city morning and evening.

Social Life.—The Ladies' Improvement Club, the first organized body of women for civic work in the state, has done much to beautify the city, having expended since its organization \$6,000 in civic improvements. Three fine parks attest its usefulness; at present it is engaged in beautifying the grounds of the new library.



CONVENT OR KINDERGARTEN.

The Woman's Club holds weekly meetings for the study of literature and music. Through its instrumentality a course of superior literary and musical attractions was last winter brought to the city.

A recently organized Athletic Club gives gymnasium training free to all boys and girls under eighteen. Every one of the leading fraternal organizations is represented. The Masons and Odd Fellows each own a fine three-story building in the center of the city and the Elks are now erecting a sightly new hall. An edifice in which Petaluma takes a pardonable pride in its new \$40,000 Opera House, This beautiful theater with its commodious stage and admirable appointments, induces many leading companies to make a special effort to reach the city.

Homes and Gardens.—But church, school, lodge and club are but broken reeds if the home life of a people is cramped and sordid. Petaluma rejoices in her wholesome happy homes. Delightful climate, wide-spread prosperity, and a high civic pride combine to make this city an ideal place of residence. Huge rose bushes clamber over our porches and even up into our trees. The very walls of our houses break out into bloom. All winter long smilax climbs to the top of our first story windows and clings

about our palms. Fuchias we may pick from the windows of our second stories. Roses of one kind or another are blooming all the year, and during the spring and long summer over one hundred different varieties run riot in many colored blooms. Only twelve miles to the northwest are the magic gardens of Luther Burbank, where fruits and flowers forsake the habits of centuries to do his bidding.

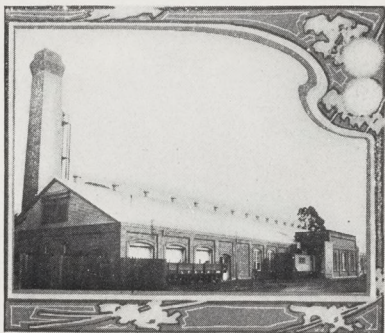


BIRDSEYE VIEW OF PETALUMA.

A few sharp days in the winter bring the thermometer down to thirty degrees above zero and sets our blood to tingling, and an occasional warm week in the summer, not more than two or three altogether, bring the mercury up to ninety. But the heat is dry and not oppressive, in the afternoons it is tempered by a refreshing ocean breeze, and the nights are always cool. Few families use ice at all. A pitcher of water placed at night by the open window and in a cool cupboard in the day time keeps cold all the day long.

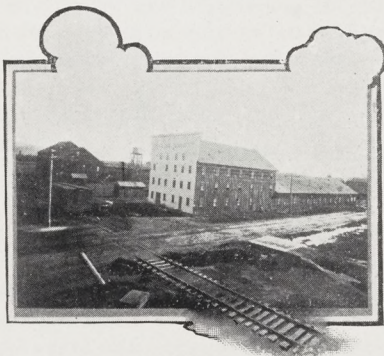
These benefits accrue alike to the wage earner and the man of wealth. If the latter may build his mansion on the sightly hillside boulevard which borders the city on the west, the former may own his cozy home surrounded by a profusion of flowers and blooming shrubs limited only by the extent of ground about his dwelling. Lots may be bought for from \$500 to \$1000, and a modern 5 or 6 room cottage rents for \$10 or \$15. The great majority of the citizens, laborers included, own their homes, and no bank has foreclosed a mortgage in Petaluma for years. A local building and loan association is in a prosperous financial condition. There are few rich and no poor people. The Meecham relief fund, established 14 years ago by a philanthropic citizen, at present accumulates in the bank because it finds no cases of indigence to which it may legally be applied.

Municipal Improvements.—Insurance rates are low, owing to a direct pressure water system, electric fire alarm and prompt and efficient volunteer fire department. A period of 12 months has elapsed without the turning in of a single alarm. The new reservoir of 40 million gallons capacity which is to be built this year will have an altitude of 270 feet above the lowest level.



ELECTRIC LIGHT SUB-STATION
AND COLD STORAGE PLANT.

The fall to tide level gives the city a perfect drainage system, and the outlets of its sewers are flushed twice every 24 hours by the tides of the Pacific Ocean. The average elevation of the residence section is about sixty feet and of the main business street about twenty feet

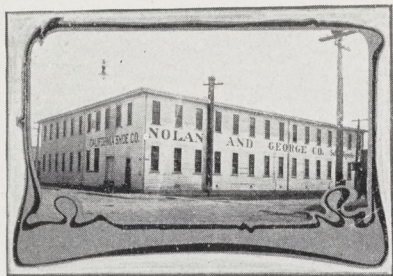


ONE OF PETALUMA'S TANNERIES.

above low tide. Four fine bridges span the river and connect the business and residence sections with the railroad depot and the growing manufactures of the city. Petaluma's streets deserve special mention. Convenient rock deposits furnish abundant macadamizing material of superior quality so that the streets are hard, smooth and well rounded, enabling the cyclist on the day following a

hard rain to wheel over them in comfort. During summer and autumn the streets are sprinkled daily. There are more cement sidewalks, proportionately speaking, than in any other city on the coast.

Petaluma's central location, of such advantage commercially, contributes to the comfort and well being of all classes. Eight daily trains of the California Northwestern connect this city with San Francisco. The fare is \$1.00



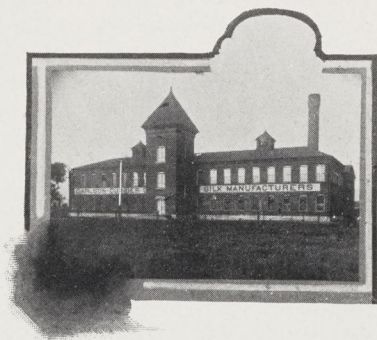
SHOE FACTORY.

with a Saturday-to-Monday round trip rate of \$1.50, and commutation tickets at a one and one-third rate. An electric railroad with latest improved equipment and service operates between Petaluma and Sebastopol, Forestville, and Santa Rosa, having a present mileage of over thirty-five miles. This road will soon be extended to other points in the county and will be a great factor in its development. It will be continued within the year to Point Pedro, where its passengers will be met by a fast ferry, with the result that the time at present two hours will be reduced one-half. San Francisco will then be only one hour away; and the rapid journey over hill and dale and across the bay will be a constantly refreshing pleasure.

Seashore and Mountains.—Petaluma is sought each summer as a health resort by many San Franciscans. The local resident, however, need not stay at home for lack of convenient and delightful camping places. An easy day's drive brings one to the sea-shore, to such resorts as Inverness and Bear Valley, two of the most charming watering places on the coast. Or if the mountains are preferred, Russian River, opening the way to lofty ranges covered with giant redwood forests, affords countless ideal camping places.

"Think," writes Mr. Seely in the New York World, "of camping along the Russian River, living in the open air from May to September without rain or windstorm to mar one's pleasure, satisfying the inner man with the bounties of nature from trees, vines and water, and imagine if you can any life or any country more seductive." Mineral springs in endless variety abound in Sonoma County

and in the adjoining regions about Clear Lake, Picturesquely situated in a fine hunting and fishing country they are visited yearly by thousands of seekers after pleasure and health, who patronize their comfortable hotels or enjoy the pleasures of tent life.



SILK MILL.

CONCLUSION.

For the capitalist Petaluma with its low freight rates and large volume of cash business affords unlimited commercial and manufacturing opportunities; the husbandman, beginning if necessary with a few acres, may here from the very outset earn a livelihood and at the same time educate his children; the laborer, skilled or unskilled, may find steady employment under the most favorable conditions; the home seeker may found a pleasant home near the metropolis but removed from its disquiet; the lover of out-door life may enjoy bracing air and clear bright days to his heart's content.

Petaluma extends to you in the name of a courteous and hospitable people a cordial invitation to become partakers of the prosperity of this Promised Land.

Should you desire any further information concerning Petaluma, correspondence is invited with the Secretary of the Chamber of Commerce, who will take a personal interest in answering all inquiries. The Chamber of Commerce desires to facilitate your location in every way possible. Address Robert Newton Lynch, Secretary.

RAINFALL AT PETALUMA

	Jan	Feb	Mar	Apr	May	June	July	Aug.	Sept.	Oct	Nov	Dec	Total
1905	5 38	3 99	6 78	1 03	2 46						1 97	1 97	23 58
1904	1 23	8 05	9 84	1 80	22				2 75	4 92	2 11	3 78	34 70
1903	5 47	2 26	5 73	46						69	6 88	1 85	23 34
1902	1 07	98	3 10	2 18	1 22					4 42	3 69	2 51	19 17

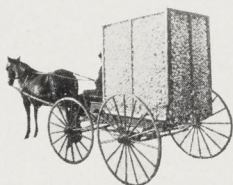
EPILOGUE.

The publication of this pamphlet, the manuscript of which had been written and was ready for the press shortly before the earthquake of April 18th, has been delayed because of the destruction by fire of the San Francisco printing establishments. Attention should be called to the fact that the real damage in the recent calamity was due not to the earthquake but to the fire which swept unchecked across the city. The installation of independent reservoirs and of a salt water system will in the future render impossible the repetition of any such disaster. Petaluma escaped fire altogether, and was practically unharmed by the earthquake, as the solid rock foundation underneath a rich surface soil makes the city practically earthquake-proof.

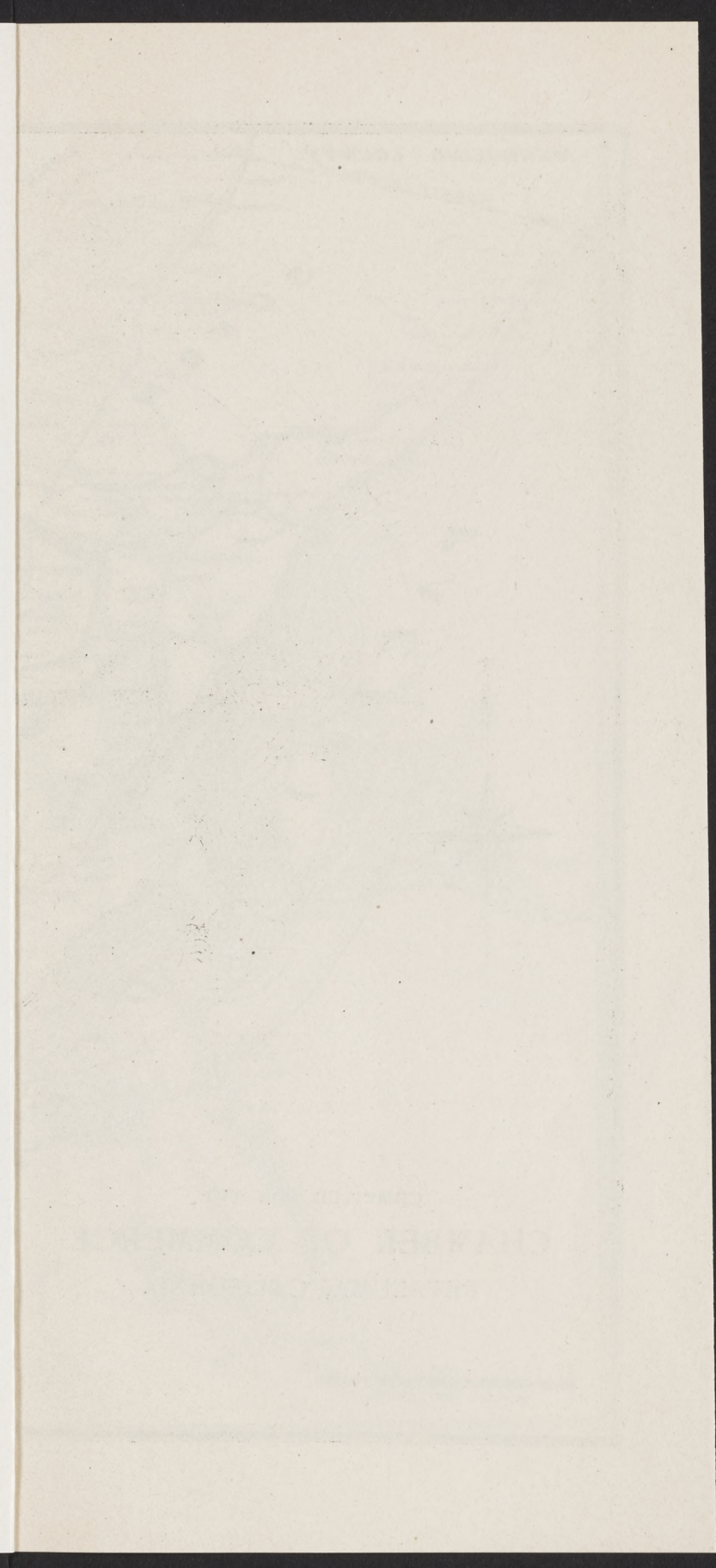
Indeed, this catastrophe, which has wrought such havoc in neighboring cities, has conferred upon Petaluma large and perpetual benefits. A number of manufacturing institutions burned out in San Francisco have already located in this city and others are preparing to follow. Heyneman Co., garment manufacturers, employing 400 to 500 hands, have located here. Lackman & Jacobi are investing here \$225,000 in permanent buildings and will eventually have an investment of \$1,250,000. Petaluma, already a considerable manufacturing center on account of peculiar natural advantages, has now received an impetus which will in a few years make it one of the leading manufacturing cities of the coast.

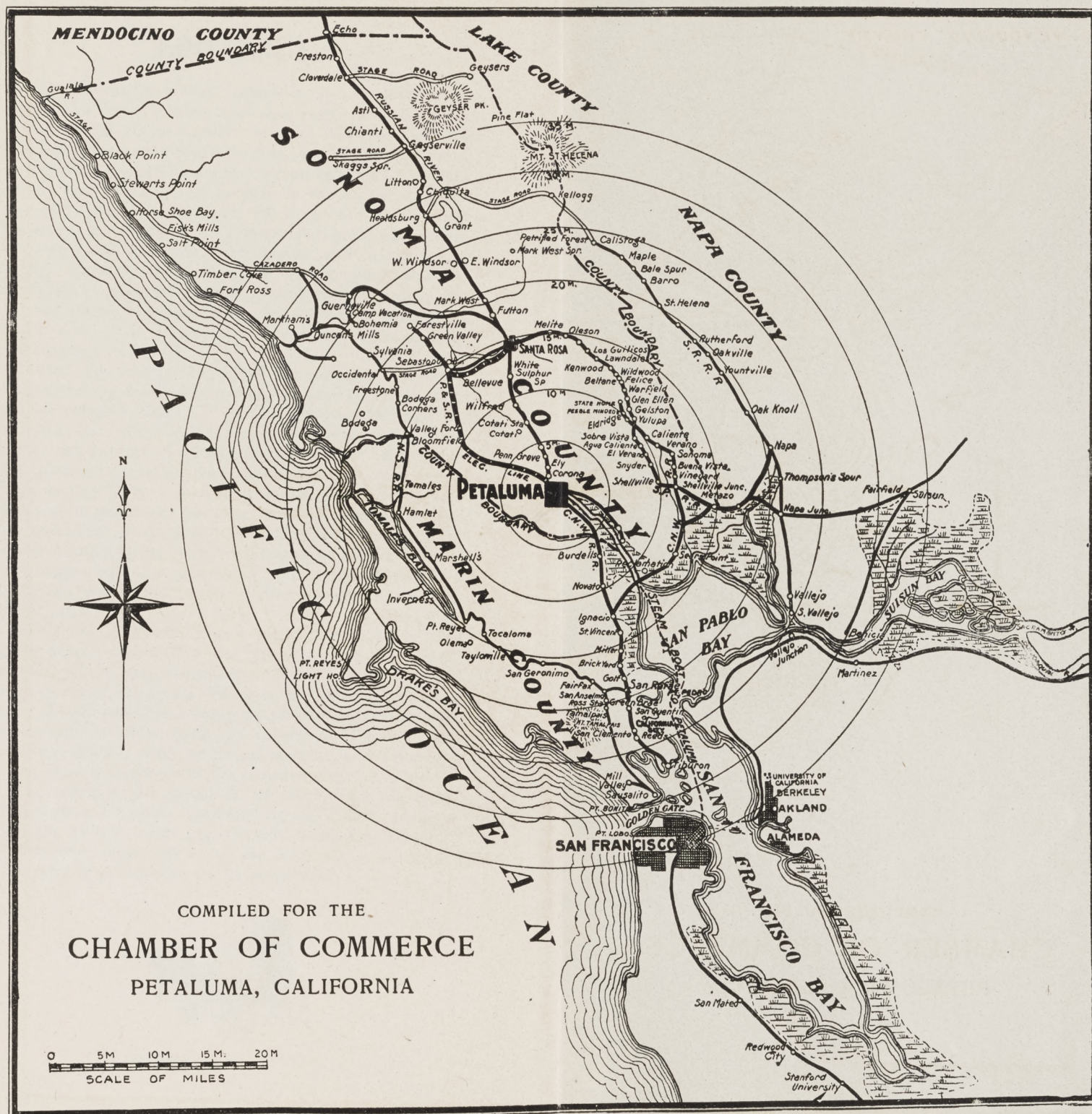
There are in Petaluma at present time probably 1000 more people than before the San Francisco fire. Most of these will remain permanently. Every vacant house has been occupied and many new ones will be built this summer. The demand for country property has also increased. Many families, discovering the advantage of country and suburban homes, with convenient electric car service, will never resume residence in the crowded city.

The views in this pamphlet, all taken since the earthquake, show Petaluma unharmed by the disaster to be as beautiful as ever. The city, situated in the very center of the shaken region, has stood the test. Its stability is a guarantee of permanence to its prosperity.



EGG SHELLS ON WHEELS.







ISSUED BY THE

PETALUMA
CHAMBER OF
COMMERCE

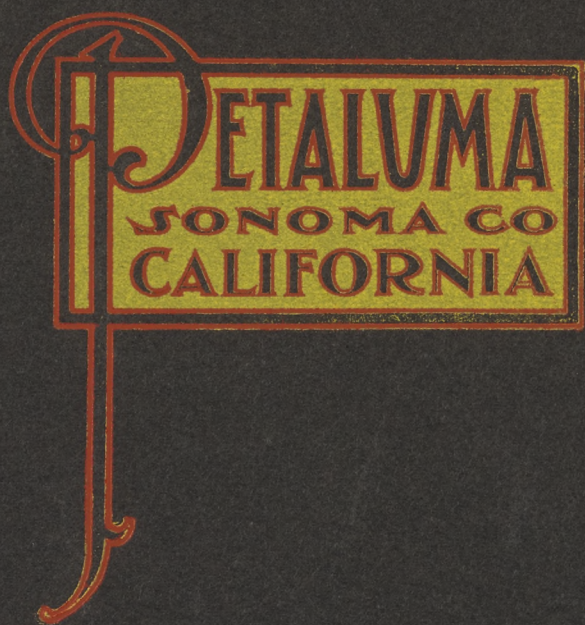
PETALUMA
CALIFORNIA

1906



PETALUMA:

The
White Leghorn City
of the World
Producing Five Million
Dozen Eggs
Per Annum.



The California Petroleum Corporation

Santa Rosa, California

Free Information and Literature from our
CALIFORNIA seat on application